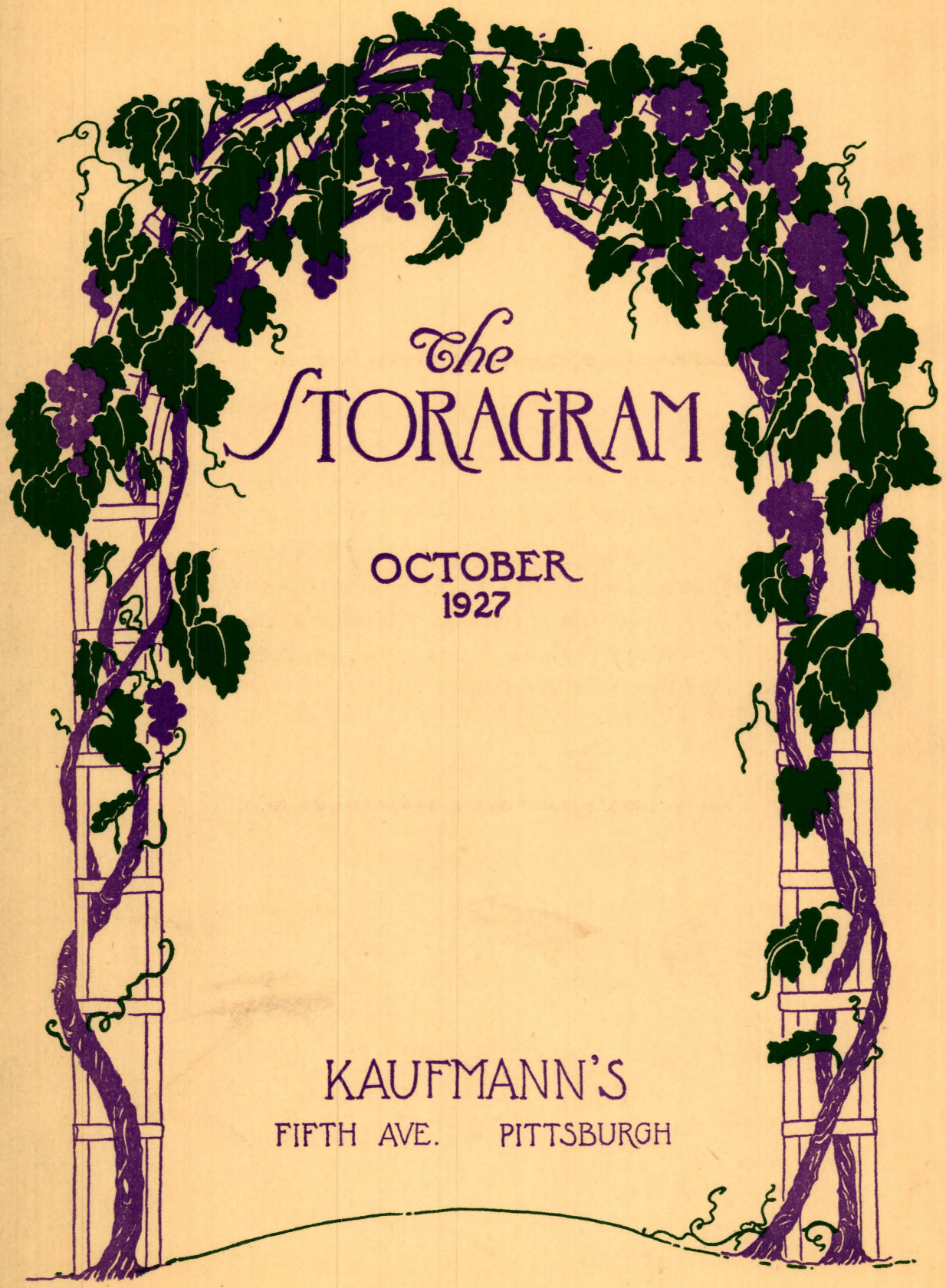


The STORAGRAM

OCTOBER
1927

KAUFMANN'S
FIFTH AVE. PITTSBURGH

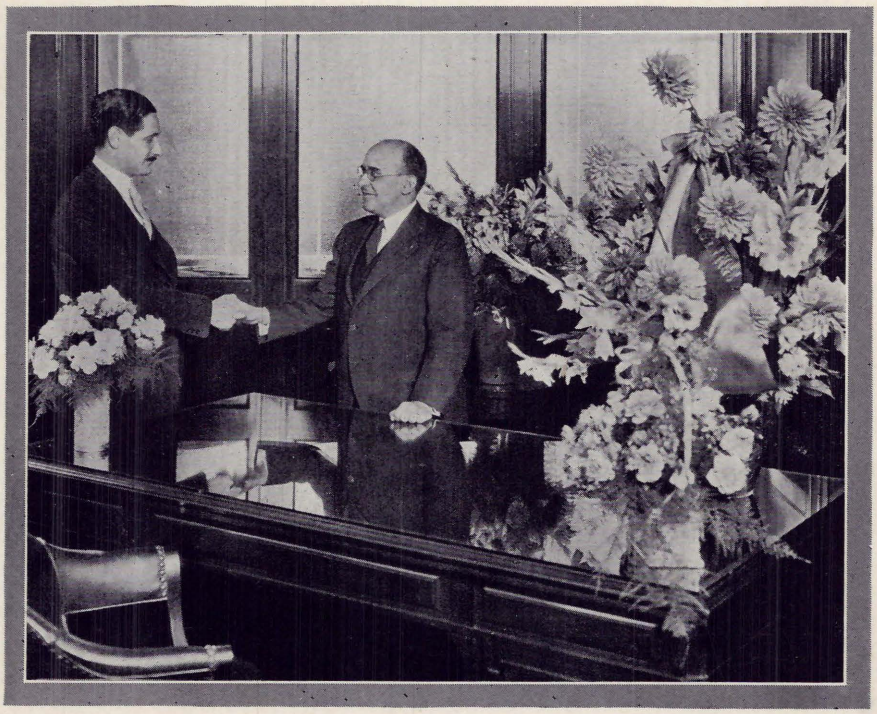
The cover this month is an original design drawn especially for the Storagram by Isabelle Schrock, of the Art Needlework Department.

¶Fellow workers who have artistic ability are invited to submit original designs for the November Storagram to the editor, not later than November First.

The STORAGRAM

Published monthly by and for the Fellow-workers of Kaufmann's.
Printed and bound in our own printing shop.

Vol. VIII Pittsburgh, Pa., October 1927 No. 9



Welcome Home, Mr. Kaufmann!

That is what Mr. Joseph M. Meyers is saying to Mr. Oliver M. Kaufmann, in behalf of thirty-two hundred Kaufmann fellow workers who are all sincerely glad to have Mr. Kaufmann back from his three-months' travel abroad.

Mr. Kaufmann's office was gay with flowers on the day of his return—flowers of every hue all striving to carry from Kaufmann fellow workers the message of welcome. Mr. Kaufmann says he would have enjoyed greeting every one personally but since that is a physical impossibility, he sends this message through the STORAGRAM:

"To executives, directors and fellow workers—many thanks for the beautiful flowers I found in my office on my return. I am happy to be back with you."

INTERNATIONAL EXHIBIT OF PAINTINGS

"The Sketcher" by Sir William Orpen (British)

CARNEGIE INSTITUTE---*October-13 to December 4*

Pittsburgh has the only annual International Exhibition of Paintings in the world. This gives to our city a very distinctive place in the realm of art—and it gives to every person here a rare opportunity to see the finest in modern art. It is conservatively estimated that six months' time of the entire staff of the department of Fine Arts is devoted to this exhibit. The annual cost is $50,000. Mr. Homer Saint-Gaudens, Director of Fine Arts, has assembled representative paintings from the most distinguished artists abroad as well as here in our own country. Sixteen nations are represented. There are about 400 paintings, of which 275 are from European countries and 125 from the United States.

Mr. Andrew W. Mellon, Secretary of the Treasury, and Mr. Richard Beatty Mellon, president of the Mellon National Bank, have generously volunteered to assume the whole cost of the International Exhibit for this year.

Prizes of $1,500, $1,000, $500 and $300 will be awarded. In addition to these, the Allegheny County Garden Club offers a $500 prize for the best painting of a flower or a garden.

It is said that the only other International Exhibit of this kind is held in Venice, and that occurs only every two years. Practically all the important European artists have been introduced to this country through the Carnegie Exhibits here in our own city.

We would remind all Kaufmann fellow workers of the great opportunity that is ours to visit, without charge, this great exhibit. Connoisseurs and critics come from all over this country and from cities abroad to visit our Art Galleries during the International. We are the center of the art world at this time—a proud place for an industrial city like Pittsburgh to have! The city of iron and steel is also a patron of the arts. And we who are busily engaged in commerce every day will find a great inspiration by visiting the Art Galleries often during the great International. The Galleries are open daily from 10 a. m. till 10 p. m. There is no charge for admission.

"My Daughter" by Echague (Spanish)

"Noon, St. Jean" by Leon Kroll (American)

Junior Course Launched With Twenty-Six Enrolled

On September 23rd, a group of young people in the store gathered together in the Training Department for the first meeting of the Junior Course, which is directed by Miss Caroline Hincks. The speakers at the opening meeting were Mr. Lloyd, Mr. Minnich and Miss Foley. Mr. Lloyd explained that the course was meant to help the members of this group to be more efficient on their present jobs, then, if they did notably good work on these jobs, the course would surely help to fit them for higher positions.

The course consists of twelve lessons, including Salesmanship, Store Arithmetic, English, Etiquette and Hygiene. The group meets twice a week. There are in this group thirteen wrappers, five package boys, three stock boys from the 12th floor, four stocks boys and one stock girl for the selling floors. We wish to congratulate these people for their interest in their work and for their ambition to train themselves for better service:

Cecelia Boyda, Ted Batula, Fred Bader, Charles Baxter, Mary Dawson, Cecelia Demmel, John Durkin, Paul Gusky, Henrietta Hediger, Betty Howieson, Viola Hoffman, Mary Hellman, John Hecht, Margaret Malone, Mary May, Nellie Manita, Anna McFerran, Robert McLaughlin, Harry McCullough, Margaret Oberst, Nick Susko, Dorothy Slomovitz, Charles Sossong, Alex Shabos, Margaret Manjura, Morris Wesokey.

Coach's Manual for Wrappers

Have you seen these important looking new books in their black leather binding with gold lettering? The Head Wrapper on each floor has one and she will be glad to show it to any fellow worker who would like to see just how much detail there is to the business of wrapping Kaufmann merchandise correctly.

The work of the wrapping desks with their staff of ninety fellow workers, is of the utmost importance from two points of view. First there is the matter of handling the merchandise so skilfully that it reaches the purchaser in perfect condition. That means folding, wrapping and boxing with real skill. Second, there is the equally important matter of handling the sales checks so that each part goes to the right place for the store's record of the sale and the customer's record of purchase. This detail of system is something that puts much serious responsibility on every wrapper.

The new Coach's Manual gives a clear account of both sides of the wrapper's work. It will greatly help the head wrapper to start new girls in their work at the Wrapping desks. Mr. Minnich, Miss Hincks, of the Training Department, Miss Elser, Supervisor of Wrappers and all the head wrappers who have worked on the production of this manual hope that it will do much to improve this important step in Kaufmann service.

Winter Diet Important Dietician Tell Us

Funny, isn't it, that we get all ready for cold weather with a winter supply of coal and good, warm clothing, but we go right on eating the same sort of food that we've been selecting all through the warm weather. That is, many of us do that foolish thing. Some of us are wiser. We know that it is just as important to change our diet in cold weather as it is to stoke up the furnace and put on heavy wraps to meet the winter weather.

The Tulip Room has the correct diet for the season. A steaming bowl of savory, rich soup; an order of tender, well cooked meat; the needed sweets supplied by fresh cake or luscious home made pies—and always those important carbohydrates that you get in properly prepared vegetables—all the proper food values are selected and carefully balanced for our health's sake by the dietician on the 13th floor. Yes, the Tulip Room is more than a convenient and attractive eating place. It is a real health builder.

And a well balanced meal in our Tulip Room can be bought for 35 *cents.*

We all wish to extend our sympathy to Mr. Bauers on the death of his brother.

The many friends of Miss Ida Kirch have missed her greatly during her absence. She had her tonsils removed and we hope her future health will profit thereby.

CONCERNING DRESS REGULATIONS

Starting Monday, October 10, winter dress regulations became effective. Most of us would instinctively choose for business the type of dress recommended by the dress regulations. Few of us would care to choose for business dresses of high color or conspicuous design. So, the navy or black dress or suit, with long sleeves, the avoidance of any jewelry except black, gold, pearl or silver beads, while labeled "dress regulations" are quite to our taste for business.

At the left Miss Mary Francis is shown wearing an attractive black crepella from the Inexpensive Dress Section. It is smartly simple—admirable for business wear. Priced, $15.00.

At the right, Miss Virginia Long models a black satin crepe, attractively styled with a flared skirt and detachable collar and cuffs. It is from the Inexpensive Dress Section. Priced $25.00.

"Breath of the Avenue" Representative Speaks to Kaufmann's Fellow Workrs

Miss Casey, representative of THE BREATH OF THE AVENUE, brought to a group of Kaufmann fellow workers the most powerful and interesting message on style that it has been our privilege to hear. Miss Casey is recognized as an authoritative speaker on *style*. We are all vaguely conscious that style is a force in moving merchandise, but Miss Casey brought out this thought in such a clear, convincing way, that every one who heard her speech must be, from now on, more style-conscious. Here are some of the high lights of her memorable talk:

"That dominant something which we call style is the greatest force in moving merchandise. We can no longer hope to sell our customers simply on price appeal or serviceability. Now every one wants to be in step with style. Therefore all who are engaged in the business of selling, must be informed about style."

"Style today to lies not only in ready-to-wear, but it is the force that moves all merchandise from frocks to frying pans."

(The editor would like to remind STORAGRAM readers of our "Color in The Kitchen" advertisement. Visit the Housewares section; see all those colorful cooking utensils; ask the girls-in-white if customers like style in kitchen furnishings! Yes, style is a force everywhere!)

Continued on Page Twenty

THE THRIFT APARTMENTS

By Grace M. Fisher

The $750 Apartment—a combination living room and bedroom, and a charming dinette, completely furnished for $750. This includes all decorating accessories as well as furniture.

"See America First" say the big bill boards, calling attention to the wonderfully alluring travel opportunities in our own land. We might well adapt this slogan to our store and say to Kaufmann Fellow Workers "See Your Own Store First," for frequently it is brought to our attention that some feature of our great store which is used extensively and highly praised by customers outside, is unknown to our own people and unused by them.

The Thrift Apartments on the seventh floor, are an example of this. They have been an encouragement and an inspiration to many people who start modestly on their first venture in home making; they have helped many people to furnish small homes or apartments with a very limited expenditure. We want to remind all Kaufmann fellow workers that the budgeteer is at their service at all times. If you plan your expenditures carefully in advance, you are building for happiness and contentment.

We often hear people remark as they enter the pleasant living room of the Thrift Apartment, "This is surely the home of some one who has excellent taste, a sense of comfort and a real knack for home-making. I'd *love* to have an apartment just like this." One of the Thrift Apartment hostesses, Mrs. Florence Leffel or Mrs. Mary Barton is at hand, and the visitor asks again, unbelievingly, if this apartment was furnished for $750. She is assured that it was "But of course," she says, "that does not include all those little extras that really give it charm—the curtains, those handsome drapes, that exquisite vase, those book ends, that adorable breakfast set in the dinette." And again she is assured that $750 includes everything in that room (with the single exception of the chandelier and wall lights).

Every week between 200 and 300 people come to the budgeteer and ask her to draw up a

The Thrift Apartments

Continued from page 6

furnishing plan and a budget for them, after they have seen the Thrift Apartments. Every one of these plans is an individual one, suited to that particular person's needs, based upon her income and her proposed furnishings.

The whole secret of the charm and practicability of the Thrift Apartments is that they have been carefully planned. That is why they are so successful; that is why they look as if they had cost twice what they actually did cost to furnish. Out of long experience, dealing with many types of people, the Budgeteer knows what kinds of furnishings express various personalities. And out of her intimate knowledge of our vast stocks of home furnishings, she knows how to make the best possible selections for the money.

The $1,000 Apartment

The pictures at the right show the three rooms of the $1000 Thrift Apartment. The combination living room-dining room, the bedroom and the dinette, demonstrate most convincingly what surprisingly fine effects can be achieved with a thousand dollars—if the budgeteer makes your plan, budgets your expenditures wisely and guides you in the selection of furniture that will express your personality.

The "Efficiency Apartment" is becoming more and more popular with Pittsburgh home makers. It takes an understanding of interior decoration and a knowledge of style in furnishings to furnish a room correctly which is to serve the two fold service of living room and dining room or living room and bed room. Each year more people give up their large old homes, and establish themselves in small apartments which are now so popular. The twofold use of rooms has come to demand a very skilful selection of furniture and furnishing accessories. The small apartment today can be as attractive, as correct and as home-like as the larger home. It is the careful selection of its furnishings which counts.

"To build for happiness and contentment, plan your expenditures carefully in advance."

The $1,000 Apartment

They're Winners

Cecelia Boyda and Henrietta Hediger of the blanket desk on the sixth floor; Mary Reid of the china desk on the seventh floor; Marie Spratt of the ready to wear desk in the basement came off winners in the WRAPPERS DESK CONTEST.

Mr. Minnich, Miss Fitzsimmons and Miss Hincks were the judges. They made a tour of all the wrapping desks in the store the week of September 19, judging them on the following points:

(1) Neatness of the packages—labels straight, strings tied securely, tapes pasted straight.
(2) Neatness of the wrapper herself.
(3) Neatness of the desk—supplies in good order, floor clean, all in order for business.

The third floor had the highest percentage. The blanket desk girls of the sixth floor deserve special credit because they handle heavy, bulky merchandise, and, at the time they were inspected this desk was very busy and still the judges found all in fine order. No advance notice was given of the "contest" and the judges found all desks as they appear on an average day. The following received Honorable Mention in the contest: Anna Mae McFerron, Helen Van Jura, Anna Tomko, Alice Burns, Helen Glessner.

NINTH FLOOR

Bertha Voelker will now be known to her many friends as Mrs. Herbert Weinheimer. "The Better Half" was formerly connected with the drapery department. "CONGRATULATIONS, 'BERT' "!

Miss Callahan has for the last few months been confined to her home and lately in the hospital. Reports have it, that the patient is doing well and we all wish her a quick recovery from her illness.

OWATTABLOW!

An important looking message was delivered C. O. D. by a Western Union messenger to Mr. Ryan of the Rug Department. After paying the 50 cents due, Mr. Ryan eagerly opened the envelope—to find a RUG CANCELLATION!

Eighth Floor

Mr. and Mrs. Kunde are shown in the snap shot above, aboard the Red Star Liner that took them to Antwerp on the first lap of their European trip. It was a great trip, according to Mr. Kunde. Included in the itinerary were the most interesting places in Germany, Holland, Switzerland, France, Italy and England.

Mr. Smith, furniture buyer, is in California enjoying a wonderful vacation in the land of sunshine and flowers.

Mr. T. Kreiger is a late vacationist who has chosen to spend his early fall holidays in Kentucky.

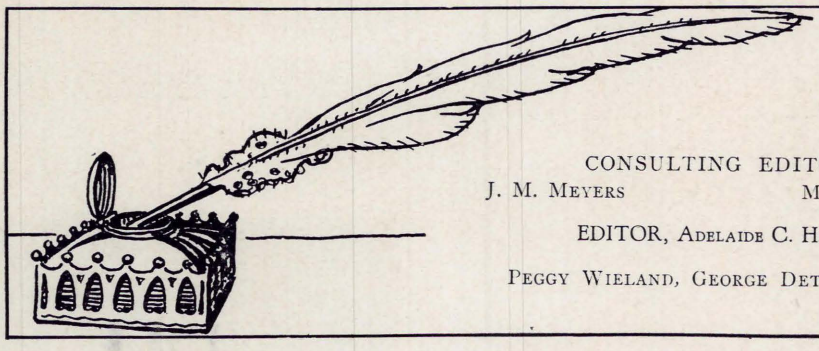
Mrs. Grace Fisher, our Budgeteer, announced the engagement of her daughter, Miriam, at a very delightfully appointed luncheon on October first.

SEVENTH FLOOR

Oh, Riverview Park Inn and all that is in it—plenty of clean sports—so think the seventh floor co-workers and their friends, who had such a splendid time on August 30th.

Miss Elsie Sallinger, supervisor in the Addressograph Department, has announced her engagement to Mr. William A. Smith, Jr., of Munhall. The wedding will take place on Thanksgiving Day. All her fellow workers wish her much happiness.

Green, the historian, tells us that the world is moved not only by the mighty shoves of the heroes, but also by the aggregate of the tiny pushes of each honest worker.—*Helen Keller.*



CONSULTING EDITORS
J. M. MEYERS M. A. MALONEY
EDITOR, ADELAIDE C. HUNTER
PEGGY WIELAND, GEORGE DETRICH, Artists

Reorganization of Reporting Staff

There has been a reorganization of the STORAGRAM reporting staff, to the end that you may be better served. In a big store family like ours, it is difficult for any one editor to keep closely in touch with all the news concerning each and every fellow worker. Too often the editor has learned to her chagrin of some really interesting bit of news about this or that person in the store—after the event has ceased to be news. From now on, fellow workers, please report your news to your Floor Editor. Floor Editors, in turn, will bring it to the editor on the 10th floor. We all want to make our store paper measure up fully to Kaufmann standards. After all, it is *our* paper and *our* responsibility.

At Your Service Your Floor Editor

Basement	Harry Jacobson
First Floor	William Bradford
Second Floor	Daniel Harrison
Third Floor	Wolfe Seligson
Fourth Floor	Margaret Schaming
Fifth Floor	Oscar Radin
Sixth Floor	Edna Porter
Seventh Floor	Margaret Carson
Eighth Floor	Louis Dean
Ninth Floor	Sidney Dickler
Tenth Floor	Ethel Forbes
Eleventh Floor	Kathryn Horne
Twelfth and Thirteenth Floors	Pearl Wolpert
North Side S. S.	Richard Smith
Forbes St. S. S.	Alex Conway

A Tribute to Miss Anna Heldman

The STORAGRAM, in behalf of the many fellow workers whose privilege it has been to meet Miss Heldman at the Irene Kaufmann Settlement, wishes to extend to her hearty congratulations upon the twenty-fifth anniversary of her work at I. K. S. Indeed, Miss Heldman, modest as she is, must begin to realize by this time that she is known as the "dean of social workers" in Pittsburgh. More than a thousand enthusiastic friends gathered to pay tribute to her on Sunday, October 2nd at the reception held in her honor at the Irene Kaufmann Settlement. Dearer to Miss Heldman, however, than these public demonstrations, must be the knowledge that to hundreds of people she has brought encouragement and substantial aid, in her capacity of social worker.

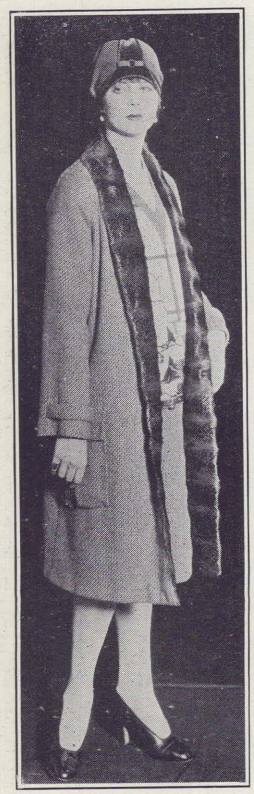
Do You Believe In Luck?

"Do I believe in Luck? I should say I do! It's a wonderful force! I have watched the successful careers of too many lucky men, to doubt its existence and its efficacy. You see some fellows reach out and grab an opportunity that the other fellows standing around had not realized was there. Having grabbed it, he hangs on to it with an unyielding grip. He sees the possibilities of the situation, and has the Ambition to desire them, and the Courage to tackle them. He intensifies his strong points, bolsters his weak ones. He gives freely of what he has, both spiritual and physical things. He talks and acts like a winner, for he knows in time he will be one, and then—Luck does all the rest."—*Exchange.*

HIGHLIGHTS OF

Presented in Kaufm

Right—Jenny designed this graceful coat. The sueded fabric takes graceful lines in the new flared effect. Natural lynx trims the coat from collar to hem.



Lelong created the original of this street ensemble. The full length coat of tan Rodier fabric is lined with suslik. The blouse is of printed rasha.

Again Kaufmann's presented to the women of Pitt
Revue which filled the auditorium at every showing duri
of preparation went into the success of this Fashion Re
the greatest couturiers abroad, selecting those creations w
who came from New York to appear at the Fashion R
each one in her faultlessly correct attire, demonstrated
all the accessories of the outfit carefully selected, faultles

THE NEW MODE

ann's Fashion Revue

Vionnet evening ensemble. The coat of silver cloth is lined with black velvet, trimmed with white fox collars and cuffs. The gown has a silver metallic top with black velvet skirt.

Left—Evening wrap of white ermine, with scarf of white fox. The lines are especially slenderizing — one of the loveliest fur creations of the season.

burgh the last word in style-right apparel, in the Fashion
g the weeks of September eighteenth and twenty-fifth. Months
ue. Our ready-to-wear representatives personally visited all
hich are to establish the mode for winter. The mannequins
vue displayed every feature of the mode to advantage; and
he charm and importance of a harmonizing ensemble—having
sly correct, tres chic.

Elevator Men Present Fine Appearance in New Winter Uniforms

First Row—Joe Shaw, Marshal Wilkerson, Ackel Hubbard, Louis Bennerman, Robert Laws (Dispatcher), William Allen, William Smiley, Henry Devereaux.

Second Row—John Macks (Chief Dispatcher), Jerome Ray, Zellous Woods, Calvin Dixon, Ben Wilbanks, Charlie Williams, Alexander Brown, William Lang (Dispatcher).

Third Row—Earl Davis, Harry Morten, William Carpenter, Joseph Silver, Lawrence Clark, Harold Bruce, John Alexander, Edward Johnson, Abel Griffith, Nathaniel Closter, Kenneth Short.

"The psychology of the uniform" is a phrase we're all familiar with. We know well how important the uniform is to the army. It is no less important to an efficient staff of elevator men in a store like ours. Well groomed, scrupulously clean, our elevator operators may well be proud of their new winter uniforms. Mr. Auen, head of our Uniform Department, designed these uniforms especially for Kaufmann's. They were made right here in The Uniform Department on the second floor. We congratulate our fine looking staff of elevator men on their new winter outfits—and more than that, on the soldierly way they wear them!

The place the dispatcher and the elevator operator fill in Kaufmann Service is more important than we sometimes realize. These men must be unfailingly courteous even though they may be crowded and jostled. They must be quick witted, for they have to answer a thousand questions a day, and the courteous reply in a pleasant voice is often the means of making customers permanent friends of the store. They must never register impatience or disgust when customers suddenly change their minds about where they want to get off the car—even after the door has been closed. They must watch for the safety of customers.

Executive Training Group

First Row—Joseph Miller, Barnett Woolfstead, William J. Edwards, Harry C. Johnson, Dr. David R. Craig (of the Retail Research Bureau), Howard Crosby, Joseph Campbell.

Second Row—Miss Jane Ringo (of the Retail Research Bureau), Ethelda Graden, Verna Bieseker, Madeleine Walsh, Emma Felgendreher, Mary Sporer, Florence Phillips, Florence Leffel.

Third Row—Alfred Whitney, Harry Raphael, Robert Porter, Judson Hare, Lorenz Broecker, Lawrence Morris, George W. Tandy.—Not shown in this picture: Earl Ainsworth, Isadore Lample, Elinor Newel Alfred Shapiro, Eleanor Stenzel, Dorothy Tenney.

The Retail Research Bureau of the University of Pittsburgh, in co-operation with Kaufmann's Training Department, opened the Executive Training Course for this year on October 3rd, with an enrollment of 25, Kaufmann's quota. The course continues until February 22, with a short vacation period during the busiest part of the holiday season. There are 28 evening meetings and 20 morning meetings, with required reading assignments, written reports and two reviews. Dr. David Craig and Miss Jane Ringo, of the Retail Research Bureau conduct the course, and representative store executives contribute to the course with lectures on their special division of the organization.

Altogether it is what is known in college parlance as a "heavy" course, *not* a "snap". It requires stamina to keep up a faithful attendance and meet all the requirements of reading and reporting. We wish to congratulate our fellow workers who have been selected to attend the Executive Training Course this year. And we trust that the picture of the graduating class in the February issue of the STORAGRAM will include every one shown above in the picture of the class taken at the opening of the course.

Mr. Heyman's Talks on Style

Mr. Heyman talked at three Group Meetings on Tuesday, Wednesday and Thursday, September 13, 14 and 15, on "Style". He emphasized the necessity of being stylish, knowing style and talking style. He also urged salespeople to be familiar with the merchandise in other departments as well as in their own. He suggested that they get permits from their floormen and, instead of doing personal shopping, just go into other departments and look at other merchandise. He also pointed out the fact that style is evident in Housefurnishings, China, Furniture, etc., as well as in ready-to-wear divisions.

DIED—JACOB ABRAMS

Stand-By Club Member

The Stand-By Club has lost another highly esteemed member in the recent death of Jacob Abrams. Mr. Abrams had been with Kaufmann's for twenty-one years, having come to us directly upon his arrival in this country from his home in Bucharest. His death, on October 11, came after a short illness of less than two weeks. His friends in the Alteration Room, with whom he was so long associated, miss him indeed, for Jacob Abrams was a man whose kindly spirit, loyalty and sterling character endeared him to his associates.

THANKS, BEAR RUN STAFF!

Courtney Dale, Miss Bigham, Miss McDonough, Mrs. Mills, Mrs. Snyder, Miss Green, Bob Grady.

This is the first opportunity we have had to thank you through the STORAGRAM, and we want to do it now—and emphatically—and sincerely! It was, in every way, the greatest season Bear Run ever had. The total registrations "beat last year's figures" by a good margin. Mrs. Mills' report shows a total of 1,398 registrations. Nearly 1,400 Kaufmann fellow workers enjoyed the delights and benefits of our Summer Club this season!

But it's more than a matter of figures. We have heard the happiest echoes of good times—echoes and rumors that reflected successful management. The management, one and all, worked for one end—to make every one have a good time. And they seemed to know how! So joyous was the atmosphere at Bear Run that the guests never suspected that there was such a thing as Hard Work on the premises. That, surely, is the mark of a good host or hostess—to keep all evidence of work in the background and only happiness in evidence. It was only good management, a harmonious spirit and good, hard work on the part of every member of the staff that made this the good season that it undoubtedly was at Bear Run.

MRS. MARY GROSS, *Cook*

MAIN FLOOR NEWS

We were sorry to lose Miss Lena Stein, formerly assistant in the Silverware. She has left us to go to Arnold Constable Co., New York, as buyer in jewelry.

The Jewelry department welcomes to its ranks Gertrude Kerch who has returned after a long absence.

Ever notice that when Officer Ehrenfeld finds a "lost child", it's mighty hard for the girls at the Service Desk to coax the child away from him?

The Jewelry Department welcomes to its ranks Miss Anna Flannagan and Miss Marks.

Miss Rose Dietz has returned to the Jewelry Department after an illness that kept her away for two months. We're glad to have her with us again.

We send best wishes for a speedy recovery to Miss Lillian Westerback.

Wanted—a purchaser for a Ford touring car. "Runs fine"—anyway, that's what Ted Rowan says.

Miss Laura Buday of the Adjusting Department is giving some loyal service to the Men's Furnishing Department.

George Doerchner has a baseball autographed by Babe Ruth and Lou Gehrig—or he did have one. And then—It disappeared.

The Toilet Goods Department welcomes Mrs. O'Neil to their stock room, and promises to help her in every possible way to get a good start with her new work.

Jerry and Bob, of the Drug Stock Room, are two hustlers. Good work, fellows! We appreciate the service you are giving us.

Mr. Meyer Shepman, our new registered pharmacist, is cordially welcomed to the Drug Department and all his fellow workers are glad to help him feel at home in the department.

We are glad to have Thelma Robson back in the Toilet Goods Department again after an illness that kept her away from work for some time.

Already Christmas is felt in the atmosphere of the Toilet Goods Department. We understand that there is going to be a wonderful showing of gift merchandise—lovelier than ever!

BASEMENT NEWS

Miss Alvina Lynch, of the Wash Goods Department, kindly consented to pose for this picture, showing one of the very good looking frocks from Miss Meyers' stock at $15.00. The material is black satin crepe, trimmed with black velvet and rhinestone-studded ball buttons. It is a practical dress for business and it has a smart little air. At this price, there are a great many models to choose from, which conform to the dress regulations of our store and are, at the same time, relieved of severity by varied styling.

We are all glad to have Mr. O'Donnell back with us after his vacation.

Mr. Haas, of the Foreign Department, is kept busy helping men to select suits. He's a good picker.

We were all sorry to hear that Betty Fennington, cashier in Men's Furnishings, was hurt recently.

Congratulations to Christ Georgidas, of the Foreign Department, upon the arrival of a new daughter.

Mr. Durst, of the Shoe Department, has just returned from a vacation spent in Germany. He has many interesting things to tell about his travels.

Miss Quinn, of the Millinery Department, has gone to New York. We'll be glad to have her back with us.

Miss Core, of the Millinery Department, left recently to live in Morgantown, West Virginia. We are sorry to lose her.

The Men's Furnishing Department welcomes Miss Betty Finnegan into the ranks of the sales force. Miss Finnegan was formerly a wrapper, then a cashier and this is her first selling position.

OUR BUREAU OF EMPLOYMENT

Miss Marie Maloney

The Employment Department is one of our busiest non-selling departments, and particularly so as the holiday season approaches. It is the aim of this department to give the best service to executives and buyers at all times and to help fellow workers with their problems.

Miss Marie Maloney, our Employment Manager, is well known to all. She confers with department heads and directs the work of the Employment Department. There are many demands on her time and her days are indeed busy ones.

The Employment Supervisors, Miss Elinor Newell, Miss Gertrude Strouse and Miss Elme Findley are responsible for interviewing applicants, engaging help and the important follow-up by personal interviews with employees, department managers, and service executives.

Miss Elinor Newell, Assistant Employment Manager, first came to us in 1922. She left Pittsburgh to go to Florida. Florida is a wonderful country, she tells us, but smoky Pittsburgh is home, after all, and she returned to Pittsburgh and Kaufmann's last February 1927. She is a graduate of P. C. W. She is supervisor of selling help for the 1st, 2nd, 4th, 5th and 8th floors, and is also in charge of our contingent and extra help.

Miss A. Elme Findley, a graduate of Radcliffe College and of the Research Bureau for Retail Training, has had experience in employment work before coming to Kaufmann's, and joined the staff of the Employment Bureau last June. She is supervisor of selling help for the Basement Store, the 3rd, 6th, 7th, 9th and 11th floors.

Miss Gertrude Strouse has been in the store for the past four years. She was formerly with the Shopping Bureau and came to the Bureau of Employment as supervisor of all non-selling help for the store and the warehouses. Before coming to Kaufmann's, Miss Strouse was a training supervisor with another Pittsburgh store.

Miss Ida Kirch, as Employment Interviewer, is "Keeper of The Gate." She is a graduate of the University of Pittsburgh and of The Executive Training Course. It is she who meets every one who comes to the department and takes care of preliminary interviews, prior to arranging interviews with the supervisors.

When fellow workers desire to consult the Employment Bureau, Miss Kirch can often take their message to the Supervisor, even though she may be engaged with some one else at the time. This saves time for all concerned and results in better service.

It is co-operation that "makes the wheels go 'round." One way of co-operating with the department, is to direct friends or relatives or acquaintances who want to inquire about positions here, to the Employment Supervisor in charge of selling or non-selling divisions, or to Miss Kirch who will see that they are referred to the right supervisor.

In addition to the people whose pictures are shown here, there are those who handle the work in the employment record office. Miss Agnes Simpson is supervisor of this record office.

Miss Elinor Newell

Miss Elme Findley

Miss Gertrude Strouse

Miss Ida Kirch

Broadcasting North Side Service Station

A First Aid Committee has been organized at the North Side Service Station, with the following members: R. M. Smith, Chairman; David McConnell, Miss Zehfuss, Ray Beardsley, Mrs. Price, Jack Lagorie and George Young.

The new STORAGRAM reporters at the North Side are Edward Brush, Josephine DiDomenico, Fred Schademan.

On Friday evening, September 23rd, the girls of the North Side office held a miscellaneous shower for Mrs. Albert Metzger, who was Isabelle Tracy of the Receiving Department. The affair was held at the home of Mrs. Metzger's mother at Corliss Station. Every one reported a wonderful time.

Mr. Edward Bush, formerly of the Delivery Department, is now in charge of the North Side Return Goods Department. We wish Ed success in his new work and we know he will make good.

They say movie stars are sometimes made overnight—but it took Bosworth only five seconds to become known as the champion pie tosser. And oh! what a grand back stop Ray made!

Many Enrolled in Evening Schools

Thirteen of the folks "across the pond" have enrolled in evening classes. We congratulate them and wish them joy and success in their studies.

Beatrice Toukatlian, Office, Fifth Avenue High

Rosemarie O'Neill, Office, McCleary Public School

Margaret Trainor, Complaint Dept., Langley High.

William Tracy, Receiving Dept., Duquesne University.

Wm. Bartoli, N. S. Paint Shop, Carnegie Tech, (5th year).

John Palumbo, N. S. Paint Shop, Carnegie Tech.

Karl Bloedil, N. S. Finisher, East Liberty School.

Peter Therisod, N. S. Benchman, Larimer Public School.

Edward Urschler, N. S. Upholster, East Liberty School.

Daniel Palumbo, Cabinet Maker, Fifth Avenue High.

Geo. C. Relshouse, Fixture Shop, Carnegie Tech

George Timlin, Fixture Shop, Carnegie Tech

Anthony Rang, Fixture Shop, Langley High

THE MISSING LINK

Dicky—"My dad is an Elk, a Lion, a Moose and an Eagle."

Micky—"What does it cost to see him?"

—Life.

Store Bowling League Organizes

The store bowling league got under way Monday evening, October 3, with a great turn out at the League headquarters, fifth floor, 810 Penn Ave. Mr. L. H. Follet was elected secretary. Here's the result of the first evening:

Team and Captain	Won	Lost
Clarkson's Mark Ups, Stitzell	3	0
Wolf's Cubs, Weiland	2	1
Goldstein's Ivories, Stevens	2	1
Oliver's Hounds, Meyers	1	2
Edgar's Colts, A. Roth	1	2
Paley's Pills, Lurch	0	3

Ertl, of the Cubs, proved to be the sensation of the evening. With a score of 60 in the sixth frame, he garnished four straight strikes to roll his final score up to 121 for that one game.

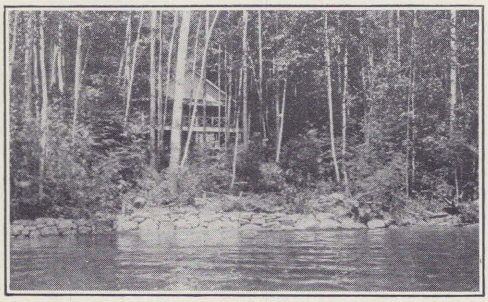
The three highest individual scores for the three games were Fichter, 499; Stevens, 439; Weiland, 391. As for team totals, the Mark Ups had 1851 points with the Cubs as runner ups with a total of 1770 markers.

Meetings are held at the alley every Monday evening at 8:30. The public is cordially invited to witness the games.

FREE LEGAL ADVICE

Mr. Amdur, attorney-at-law, is at the service of Kaufmann fellow workers who may wish legal advice. There is no charge for Mr. Amdur's service. You will find him in the conference room of Mr. O. M. Kaufmann's office every Monday, Wednesday and Saturday from 9 to 10 a. m.

TENTH FLOOR NEWS NOTES



Mr. Adelsheim spent his vacation at Lake of Bays, Province of Ontario, Canada. This lake is 22 miles long and more than 300 miles around the shore, so numerous are its bays and coves. The cut above gives just a glimpse of Mr. Adelsheim's cottage, but it does not show the wonderful arbor or summer house which he built with his own hands.

It isn't every day that one gets an opportunity to be an eye witness at such an event as the Dempsey-Tunney fight, but Miss Joe Kurtz, our Mail Order Cashier, was fortunate enough to be there. Talk about thrills! We know Miss Kurtz had one grand experience that we missed.

The STORAGRAM regrets the omission of the two marriage announcements in the Shopping Bureau, from the last issue. Mrs. Wm. Lunz, who was formerly Miss Ottilia M. Kraft, and Mrs. John R. White, formerly Miss Hazel McGee, have left us for the joys of housekeeping. They were presented with lovely gifts of electrical kitchen items, and the rest of the department await invitations to hot griddle cakes and steaming coffee from the young housewives.

The wide open spaces and out-door life always have a call for some of us, and we were interested in hearing of Mr. Ezra Hinshaw's trip to Caldwell, Idaho, the home of his parents. Mr. Hinshaw's father has a huge apple ranch which still smells of sagebrush and of the sweetness of mountain and desert air. With four days of traveling back and forth from Pittsburgh, Mr. Hinshaw said that the time was all too short in that wonderful land of apple trees, some of which he helped to plant in his boyhood. There were some pictures which we hoped to get, but they weren't ready yet, when he told us of his trip.

Another interesting trip to the open spaces was made by Roland Friedlander, who visited the Yellowstone Park, stopping at Chicago, and incidentally visiting some of the larger stores out West. He was so enthused about the grand old West that his intended two weeks of vacation turned out to be three, but then who can see the Yellowstone Park and all its glories in a short time?

We are all very happy at the recovery of Mr. Clarkson. It certainly seems good to have him with us again!

The Employment Department said good-bye to Mary Cummings, now Mrs. Ed. Tomlinson, who had been married recently, and left us October 1 to go into housekeeping. Best wishes. On top of this news, came the announcement of Miss Frances Phillips' engagement. Miss Maloney is now ready for more surprises.

The girls of the Time Office, as well as her many friends throughout the store, are glad to have Mrs. Snyder back again after the long summer that kept her going some in handling the crowds up at Bear Run.

We were delightfully surprised to hear of the marriage of our little Thelma Ruffner to Mr. Harry Berry on Saturday, October 1. She is continuing to work with us and we all wish her a happy future.

Mrs. Frances Snyder, who had been with us for many years, is now the proud mother of a lovely girl baby, and we know how happy she must be.

Among Our Fitting Parlor Friends

We didn't quite know whether it was with regret or pride that Mr. Odenheimer reported to us the four marriages and two engagements that took place in his department recently. The happy brides are: Anna Kline, now Mrs. L. O. Long; Olive Bovill, now Mrs. A. McCleary; Mildred Pannebaker, now Mrs. J. E. Gaery and Mae Harring, now Mrs. H. Gardner. Mrs. Geary has remained with the Department; the other three have left us to go housekeeping.

From that distant, golden California comes occasional news of three girls formerly with the Alteration Department. These are Miss Carrie Sallade, and the Misses M. and B. Furry, and their friends are always glad to hear from them. Write often, girls.

BROADCASTING FORBES STREET SERVICE STATION NEWS

Mr. Hanlan recently acquired title to Mr. Hadley's Boston bull pup. There was no mention in the bill of sale that said bull pup had chewed up Mr. Hadley's wife's sister's hat. The sale was made the same as a second hand automobile—"As Is".

The Dempsey-Tunney fight hung up some records that may stand for a long time. According to newspapers, twelve radio fans took the count with Tunney, but they failed to get up when he did.

We have a large package here now that we hope may develop into a challenger of Champion Tunney. He's big up, down and across. Hadley has him under his wing and if the expected happens we will all be occupying forty-dollar ring-side seats in the near future. Custer is the name—great grandson of the great American Indian fighter.

Harold Teen took a flying leap into matrimony recently. He must have landed safely as he has been warbling ever since, rain or shine.

Miller's elevator has a creak which annoys him a great deal. Some think a dead cat which was found on the fourth floor may explain the weird sound which sometimes resembles a groan. It just occurs periodically and refuses to repeat when an inspection is in progress. Maybe it's the ghost of some past folly haunting him.

Lotz requested that all windows leading to the fire escapes on the upper floors be painted red. Wonder what's on his mind?

Robinson has a nice little dimple, about the size of a mixing bowl, on the right rear corner of his limousine. No amount of questioning will make him tell how it happened. He hasn't concluded his alibi yet, but no doubt it was the other fellow's fault.

Leatherman has been very busy the past few months making new overcoats for our furniture cars. They look a lot better, too, in their new scenery.

Quite a few of our boys and some of our men have adopted the latest style in hair dress. Fashion decrees that all male curls be dispensed with and the hair treated with two coats of clear shellac, brushed back and stuck down.

Think of it! A million dollars for a couple of socks on the jaw! There are fellows right here in the garage that would lie down and let a five-ton truck run over them for a fraction of that amount.

The little First Aid Cabinet with the bevel plate mirror door, mentioned some time ago, has again moved. Looking in a mirror does not always produce satisfaction. Besides reflecting youth, it just as truthfully reflects the ravages of the years.

The nice thing about this prize fighting business is that you win when you lose. Aside from being a little rough at times, it is the only game that pays well on both ends.

MAIN FLOOR NEWS CONTINUED

Last winter our Hat Department had a number of very enjoyable evenings at the Davis Pool Rooms. Let's get started, Woods!

Speaking of Hudson's—have you had a ride in Bradford's coach?

We welcome Mildred Moody who comes to us from the Seventh Floor.

Miss Kathryn Bischel, formerly of the Basement Store Millinery, has recently come to us as cashier. We welcome her to our department.

We'd just like to call every one's attention to the beautiful chimes of our Clock Department on the Balcony. It's well worth one's while to pay them a visit. It's interesting, too, to see the jewelers at work.

We certainly want to congratulate our first floor "Information", Peggy Drake Cornelius. We think she knows a lot! We believe she does a great deal to make friends for the store, with her patient, efficient way of giving information.

Miss Griffin, buyer of ladies gloves, has returned from her motor trip and vacation in Buffalo.

Miss Decker has returned to the Glove Department after an extensive vacation. We are glad to have Peggy with us again.

It would be impossible for the Glove Department to be without a blonde so we welcomed Miss Josephine McDonald to our department.

Miss Burkhart, assistant buyer of Leather Goods, is thinking seriously about getting a learner's permit to run George's car.

Miss Fasick during her vacation had a very exciting and thrilling experience. She witnessed the St. Louis tornado and saw the disastrous ruins as recorded in the papers. She was driving back from Missouri after paying a visit to her sister.

OUR FOREIGN DEPARTMENT

Left to right—Mary Dick (Hungarian, Slovak); Katherine Harris (Greek); A. Haas, Manager; Rita Ardolino (Italian); Anna Vernick (Serbian, Croatian); Annabelle DuCar (Russian, Slovak); Anna Mella, (Polish, German); Mary Lupinacci (Italian) Georgia Korbela (Greek); Lena Palomone (Italian); Josephine Clarence (Italian); Irene Leonard, (Hungarian, Slovak, Bohemian); Mary Belo (Russian, Slovak, Croation).

The Foreign Department was organized twelve years ago for the benefit and convenience of the foreign-born population of the Pittsburgh district. Through a conscientious effort to show these people that we valued their patronage and that we could give them a service that made shopping easy for them, and, above all, that Kaufmann's could be depended upon to give them honest values, we have indeed secured their confidence. "Service to our foreign customers" has been our slogan at all times.

As a rule, after the foreign customers have shopped here several times with the help of one of the interpreters, they come to feel at home and at ease anywhere in our store and they feel that they are ready to shop alone and no longer need the special service of the Foreign Department. The interpreters, whose pictures are shown above, all have a large circle of acquaintances among their foreign friends, and these naturally come to be the friends and customers of our store.

As a matter of fact, our Foreign Department has come to be a regular meeting place among many foreign people, who like its pleasant, friendly atmosphere and its convenient location, right at the Fifth Avenue Basement Store entrance. In behalf of their foreign friends, all the interpreters of the Foreign Department ask for the full co-operation of all other Kaufmann fellow workers.

BREATH OF THE AVENUE (CONTINUED FROM PAGE 5)

"How can sales folk keep style-wise? By reading consistently, unremittingly, unceasingly, the best style magazines (Vogue, Harper's Bazaar, etc.)—and by reading their own store's advertisements; also by watching the store windows and department displays."

"Who can deny now the fact that style is the wanted thing in home furnishing? Once it was only a question of comfort and serviceability, and price. Now we meet again and again customers who are wise about color schemes, customers who talk in terms of 'subordination repetition, elimination' in choosing color harmonies. Can we who sell afford to be less wise, less informed about the style of our merchandise than our customers are?"

"Customers, these days are 'in the know'. Why? Because they see more, travel more, read more, know more than they used to. They are picking up thier style information from a dozen sources all the time. Can we who sell, afford to let the customers know more than we know about style?"

Seventh Floor Plans Hallowe'en Party

The Seventh Floor has a well earned reputation for parties that are *good!* But they're going to break their own record at their Hallowe'en party which is planned for October 25. The committee is made up of Mr. Ertle, chairman; Mr. Tandy, in charge of sports and games, Mrs. Wiley, Mrs. Carson and Mr. Hanna. Mr. Nicholas is to be toastmaster. There's to be a chicken and waffle dinner, followed by a masquerade and dance. They're still talking about the good times they all had at the weiner roast at Riverview Park on August 30th. But wait till the Hallowe'en Party comes off!

The Seventh Floor welcomes Miss Anne Patterson to the floor and wish her much happiness and success in her work here.

⚜ ⚜ ⚜

We are glad to know that our friend, Mr. Edward Clarkson has recovered from his recent illness.

⚜

Mr. Johnston, our Floor Supervisor, is taking up the Executive Training course. We wish him all success.

⚜

We are glad to know Mr. Clark, from our Stove Department, is recovering from an eye operation at the Eye and Ear Hospital and hope he will soon be with us.

⚜

Daddy Bowen, from the Stove Department, has returned from an extended trip to Detroit and had a delightful trip. We are glad to have him back with us.

⚜

The China, Glassware and Art Wares Departments modestly call attention to the fact that out of 25 candidates selected to take the Executive Training Course, four are from the above named departments.

⚜ ⚜ ⚜

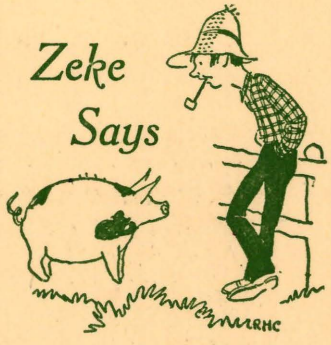
A Good Letter

1141 Mississippi Ave.
Pittsburgh, Pa.

Head of Order Department:
Kaufmann's,
Pittsburgh, Pa.
Dear Sir:

I wish to call your attention to the wonderfully accommodating and efficient girl you have in Miss Carroll. She is certainly a credit to Kaufmann's.

Sincerely,
(Signed) Mrs. W. H. Phillips.



Mebbe if you had Saturdays off now-adays I'd have some help up here huskin' corn.

I hear there's a great deal o' agitatin' over the country t'improve the looks o' the weenie stands, bein's as how they've found it useless t' try t' improve the weenies.

The citizens of a hick town are usually on the square—the public square, I mean.

It's what we learn after we think we know it all that counts, and night classes aint never done nobody no harm yet.

Hitchin' your wagon to a star may be all right, only it 'pears to me the stars we read about these days don't stay hitched so very long.

Too bad, aint it, nobody has found anything yet that can be made outa discarded galluses.

The biggest grafter we've heard of is the fellow that claims he's grafted 34 different kinds of apples onto one tree.

The only time a runnin' Ford engin sounds good is when some one tries to tell you a hard luck story.

A feller was telling me the other day what a pessimist really is. He says he's one who, of two evils, chooses both.

A fond and lovin' mother was tellin' me the other day she just hopes the time'll never come when airplanes kin be run with one arm.

Yours trooly,

ZEKE.

⚜ ⚜ ⚜

MAXIM

Yesterday is gone—forget it.
Today is here—use it.
Tomorrow may never come—don't worry.

Kaufmann Fellow-Workers Attending Evening Classes

"The human mind is an empty furnace, unless the coals of learning are put in it and the fires kept burning by persistent study. Natural smartness will not take the place of a well-filled mind."—*John Wanamaker.*

We are proud of this great list of fellow workers who are attending evening classes in the various schools and colleges in this community. We wish them joy in their evening courses and we congratulate them upon their decision to devote some time to worth-while studies.

SAUL ALBER
Fifth Avenue High School
MARGARET ABBOTT
South Hills High School
MILDRED ALMEN
Retail Research Bureau
CHARLES BAXTER
Peabody High School
FRED BADER
Peabody High School
HAROLD BRAVERMAN
Fifth Avenue High School
MOLLIE BERKOWITZ
Carnegie Tech
HENRIETTA BOTT
Langley High School
WILHELMINA BRUHN
Grant School
AGNES CACOLICE
Fifth Avenue High School
EMMA BARTHA
Gladstone High School
MEYER COHEN
Y. M. & W. H. A.
CHARLES CMARADA
Pittsburgh Academy
EDYTHE CROW
Artists League
JOHN CAIN
Duquense University
DELLA DUNBAR
Langley High School
MARY DONOGHUE
Duquense University
JOHN DURKIN
Allegheny Vocational High School
MINERVA DEMETRIUS
Y. W. C. A.
MAX DURST
University of Pittsburgh
F. ENGLERT
Westinghouse High School
JULIA FEDOR
Gladstone High School
ALEXANDER FINNIE
Artists League
LILLIAN FEIST
Allegheny High School
ETHEL FORBES
Y. M. & W. H. A.
CECELIA FOSTER
Y. M. & W. H. A.
MARIE FITZPATRICK
Carrick High School
ANNA FRANK
Fifth Avenue High School
ELME FINDLEY
Retail Research Bureau
HELENA FITZSIMMONS
Retail Research Bureau
JOHN FREUND
Carnegie Tech
GRACE FISHER
Carnegie Tech
STEPHEN GRAYSER
Pittsburgh Academy
MARIE GORITZ
South Hills High School
MARY GITZEN
South Hills High School
PAUL GUSKY
Fifth Avenue High School
GENEVIEVE GRIEBLING
Carnegie Tech
AUDRIA GREENE
Carnegie Tech
MERWYN GLASS
University of Pittsburgh
AMELIA GOERING
Allegheny High School
SADIE GARDNER
Carrick High School
WALTER HIRSHMAN
Y. M. & W. H. A.
CATHERINE HACKETHORN
Peabody High School
LENA HARRIS
Y. W. C. A.
ADOLPH HOLTMAN
South Hills High School
ROBERT HALL
Gladstone High School
AGNES HASTIE
Schwab School (Homestead)
HELEN HART
Retail Research Bureau
CAROLINE HINCKS
Retail Research Bureau
ADELAIDE HUNTER
Retail Research Bureau
DOROTHY KELLY
Duquesne University
EDITH KEENAN
Y. W. C. A.
JEROME KIMBALL
Y. M. & W. H. A.
RUTH KUHNS
Carrick High School
ROBERT KEMELMAN
University of Pittsburgh
SADIE KRAMER
Fifth Avenue High School
AMELIA LUCAS
McCleary School
ETHEL LOBOVITZ
Artists League
LEONARD LIEBERMAN
Duquesne University
JOSEPH LOBASH
Allegheny High School
FLORENCE LOBER
South Hills High School
ELIZABETH LEPPER
Carnegie Tech
ROSE LEVINE
Fifth Avenue High School
MARY MAYERNICK
Langley High School
MARIE MALONEY
Retail Research Bureau
ANNA MCFERRON
South High School
ELIZABETH MARSH
Gladstone High School
KATHERINE MILLER
Y. W. C. A.
JOHN MILLER
Fifth Avenue High School
JOSEPHINE MILLER
Retail Research Bureau
ADELAIDE NORRISON
Boyd's Business College
HERMAN NETZER
Pittsburgh School of Accounting
MARY ORRELL
Fifth Avenue High School
STELLA OLDYNSKI
Y. W. C. A.
WALTER OLDORP
South Hills High School
NORINA POLANDRI
Peabody High School
FRANCES REITER
Curry College
ROGER ROSS
South Hills High School
HELEN SONOSKE
Westinghouse High School
HENRY SCHEPPER
University of Pittsburgh
NORMAN SHURE
Fifth Avenue High School
HELEN STEPHANY
Allegheny High School
PAUL SCHUMAN
Carnegie Tech
CATHERINE SILASKEY
Gladstone High School
CLARA SUTTER
Peabody High School
MILDRED STRUM
South Hills High School
MARGARET SMITH
South Hills High School
PAULINE SINGER
Schenley High School
EDITH STOLTE
Carrick High School
ESTELLA TAYLOR
University of Pittsburgh
JULIA UHAS
Allegheny High School
FLORENCE WEINBERG,
Pittsburgh Musical Institute
LOUISE WENTZ
Schenley High School
ANNA WEISS
Schenley High School
MORRIS WESOSKY
Schenley High School
FRED WEINHOLD
Burroughs Adding Machine School
GWENDOLYN WILLIAMS
Y. W. C. A.
GERTRUDE WILLIAMS
Y. W. C. A.
ANNA ZYREK
Allegheny High School

NOTE : The list of North Side Service Station Fellow workers attending evening classes will be found on their own page number 17.